

# Layla Brooks:

## Creative Producer

A highly motivated Creative Producer with 7+ years of experience in music, entertainment, and social media. A problem-solving enthusiast who excels under pressure, consistently delivering top-quality results. A self-starter and social connector, I thrive in dynamic environments, always eager to go the extra mile to make things happen.

### Professional Experience

<b>Snap shows Producer</b> <b>Ladbible Group:</b>  <b>Jan 2022 - May 2023</b>	<p>At Ladbible, I led end-to-end creative processes, creating engaging content and expanding our audience on new channels while meeting content output targets and brand standards. I prioritised high-quality, educational content with graphic animation to align with LAD's mission to "Laugh, Think and Act."</p> <ul style="list-style-type: none"><li>● Pioneered "That's My Beauty" on Snapchat, taking it from concept to company-wide brand featured across LADbible channels. (Link to channel: <a href="#">Here</a>)</li><li>● Produced multiple weekly episodes, consistently attracting millions of viewers and driving substantial revenue growth</li><li>● Revitalised channels through rebranding, fresh content and exploration of new content realms</li><li>● Crafted original content and interviews, to capture real news, human-interest stories and educational content on diverse topic</li><li>● Distributed content across YouTube, Facebook, TikTok, and Instagram adapting to the different platforms</li><li>● Scriptwriting and digital directing as well as over seeing offsite shoots</li></ul>
<b>Series Producer, Brave Bison:</b>  <b>Feb 2021 - Dec 2021</b>	<p>In this role, I oversaw end-to-end project execution managing talent, budget, legal compliance, and production operations. I actively contributed to creative brainstorming and directed production during shoots across various projects.</p> <ul style="list-style-type: none"><li>● <b>The Wave House:</b> Conceptualised and led the project, assembling the series team and influencers</li><li>● Managed influencers' three-month stay in 'The Wave House Mansion,' diving substantial content creation, channel growth, and brand partnerships</li><li>● Developed engaging episode concepts with talent, then oversaw the execution of bringing the ideas to life. By managing the logistics, budgeting, safety, crew, talent and managed any and all aspects of shoot days</li><li>● <b>Josh &amp; Archie Prank Series:</b> Led the project, facilitated a weekly brainstorm-to-shoot schedule.</li><li>● Managed all 'prank' planning, execution of filming location and logistics, as well as public interactions and the legal compliance</li><li>● Handled logistics for hidden-camera-style filming in live locations</li><li>● <b>Snap Team &amp; The Sip:</b> Expanded role to over performance of pre-existing company snap shows and assist in elevating their performance</li><li>● Pitched and produced 'The Sip' successful celebrity and entertainment concept for Snapchat</li><li>● Managed the show throughout my tenure at the company and wrote and produced original episode with talent</li></ul>
<b>Freelance Production</b> <b>Sept 2020 - Dec 2020</b>	<ul style="list-style-type: none"><li>● Pre production and onset production for multiple music videos at Agile Films</li><li>● Researcher for Thames TV on BBC one's 'I Can See Your Voice'</li></ul>
<b>Project Manager,</b> <b>Syco Entertainment :</b>  <b>Feb 2018 - September 2020</b>	<p>I first began in this role as the music assistant to the Global Head of Music at Sony Music UK/Syco Ent. I later took on expanded responsibilities and was promoted to the music project manager across all Syco TV shows. I served as a pivotal link between Syco's Music Team and Fremantle productions, handling all aspects of music coordination for the TV shows. Notably, I was selected to work on-site in Los Angeles for two consecutive years of X Factor 'Judge's Houses' and America's Got Talent live shows.</p> <ul style="list-style-type: none"><li>● <b>Music Team Liaison:</b> Linked Syco's music team with Fremantle productions, enhancing communication and coordination</li><li>● <b>Song Researcher:</b> Conducted continuous song research to support the A&amp;R processes for contestants and TV show creative</li><li>● <b>On-set Support:</b> Provided essential assistance during filming days, including camera, sound and trouble shooting</li><li>● <b>TV Music Clearance:</b> Managed track clearance and licensing for all Syco shows, liaising with publishers and sync teams</li><li>● <b>Managing Music Runners:</b> Supervised and guided music runners throughout filming</li><li>● <b>'Routining' coordinator:</b> Oversaw the artist journey from song selection to live TV performance, coordinating with all stakeholders involved. Including vocal coaching and music producers to produce performance soundtrack until approved by execs.</li><li>● <b>Executive Assistant:</b> Supported the Head of Music, in all aspects, schedules, emails, travel arrangement and all private and confidential label matters</li><li>● <b>VIP Guest Hospitality:</b> Managed hospitality for label- invited VIP guests at live shows</li></ul> <p><b>Completed TV Shows whist in this role:</b></p> <ul style="list-style-type: none"><li>● 2020 - America's Got Talent: Series 15</li><li>● 2020 - Britain's Got Talent: Series 14</li><li>● 2019 - X Factor, The Band: Series 1</li><li>● 2019 - X Factor, Celebrity: Series 1</li><li>● 2019 - America's Got Talent, The champions: Series 2</li><li>● 2019 - America's Got Talent: Series 14</li><li>● 2019 - Britain's Got Talent, The Champions: Series 1</li><li>● 2019 - Britain's Got Talent: Series 13</li><li>● 2018 - X Factor, Series 15</li><li>● 2018 - America's Got Talent, The Champions: Series 1</li><li>● 2018 - America's Got Talent: Series 13</li><li>● 2018 - Britain's Got Talent: Series 12</li></ul>
<b>Music Researcher and Runner, Thames TV:</b>  <b>March 2017 - Dec 2017</b>	<p><b>The X Factor, Series 14 - ITV</b></p> <ul style="list-style-type: none"><li>● Responsible for all music clearance, licensing and track delivery for Series 14</li><li>● Music liaison for Fremantle/Thames TV communicating with Sony Execs</li><li>● Main contact for show contestants, TV execs, music producer and Sony Record Label Execs for anything music related on the show</li></ul>

**Freelance Production Runner**

**May 2016 - March 2017**

- X Factor
- Britain's Got Talent
- Celebrity Big Brother
- 8 Out Of 10 Cats
- Don't Ask Me, Ask Britain
- Child Genius
- Blind Date
- Sky Bet - Commercial
- Nestle - Commercial
- Lucozade - Commercial
- Holiday Inn - Commercial
- NHS - Commercial
- Irwin Mitchell - Commercial